

SOCIAL MEDIA

WHAT'S INCLUDED IN EVERY PACKAGE

No matter which level you choose, your content is created with your brand, not a generic social media formula, in mind.

Every package includes:

- Monthly content strategy
- Content planning
- Caption writing
- Branded graphic design
- Content scheduling
- Hashtag / keyword research
- Stock image sourcing when needed
- Use of existing client photography and video
- Content tailored to your brand voice
- Monthly performance review



THE STEADY *\$350/month*

For the business that needs to stay visible without making social media a full-time job.

The Steady gives you a consistent presence with enough content to keep your audience engaged and your brand top of mind.

WHAT'S INCLUDED

- 12 Posts Per Month
 - Three posts per week with a mix of educational, promotional, personal, and branded content.
- Monthly Content Plan
 - We'll plan your content around your offers, audience, goals, and what's happening in your business.
- Caption Writing
 - Captions written specifically for your brand voice and audience.
- Custom Graphics
 - Branded social graphics designed to fit your visual identity.
- Scheduling
 - Your approved content is organized and scheduled for you.

Best for: Small businesses that want consistent, professional content without committing to a larger monthly package.



THE STRATEGY *\$725/month*

For the business that's ready to make social media part of its actual marketing strategy.

The Strategy gives you more content, more variety, and more intentional planning so you're not just posting to post.

WHAT'S INCLUDED

- Everything in The Steady, plus:
- 16 Posts Per Month
 - Four posts per week with a strategic mix of static graphics, carousels, and other content formats.
- 2 Reels Per Month
 - Short-form video content created using client-provided footage, existing assets, or stock footage when appropriate.
- Content Pillars
 - We'll establish clear content categories so your feed has purpose and isn't a collection of random posts.
- Campaign + Promotion Planning
 - Content planned around launches, promotions, seasonal moments, and important business updates.
- Light Community Engagement
 - Basic engagement support to help keep your audience active and your account feeling social.

Best for: Growing businesses that want consistent content with more strategy, variety, and intentionality behind it.



THE PRESENCE *\$1050/month*

For the business that's ready to be seen, remembered, and actively connected with its audience.

The Presence is our most comprehensive social media package. It's built for businesses that want someone deeply involved in maintaining an active and strategic social presence.

WHAT 'S INCLUDED

- Everything in The Strategy, plus:
- 20 Posts Per Month
 - A flexible mix of graphics, carousels, educational content, promotional content, and other branded posts.
- 4 Reels Per Month
 - More consistent short-form video designed to increase reach and give your audience another way to connect with your brand.
- Weekly Engagement Support
 - Up to one hour per week dedicated to community engagement, comment responses, and meaningful interaction.
- Monthly Strategy Review
 - We'll look at what's performing, what's not, and adjust your content strategy accordingly.
- Priority Content Planning
 - Additional flexibility for launches, promotions, events, seasonal campaigns, and other important moments.

Best for: Businesses that want social media to actively support visibility, community, and growth—not simply check the box of “posting.”

WANT SOMETHING MORE CUSTOM?

Every business is different. If you need additional reels, content creation, engagement, strategy, or a custom monthly scope, we can build something around what your business actually needs.